

THE SPOTLight

News From Councilmember Sherri Lightner

City of San Diego, District One

March 7, 2012

Representing the communities of:

- Black Mountain Ranch
- Carmel Valley
- Del Mar Mesa
- La Jolla
- Pacific Highlands Ranch
- Rancho Peñasquitos
- Torrey Highlands
- Torrey Hills
- Torrey Pines
- University City

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San Diego's Budget: Positive Signs

After years of bad news and budget deficits, the City of San Diego recently announced it has a \$16.5 million surplus for the current fiscal year.

The extra funds will be used to increase operating hours at all libraries by four hours a week and increase hours at all rec centers by five hours a week.

The city will also use the surplus to bolster public safety, funding 15 additional police cadet positions as well as a new state-of-the-art fire alert system, which will help improve emergency response times.

Sherri said the surplus is the result of reforms such as managed competition as well as improving revenue.

"We have worked hard to restore fiscal responsibility to San Diego. It hasn't always been easy, but it has paid off. After years of sacrifice, the San Diego taxpayers are finally reaping the benefits of these efforts," she said.

Still, Sherri said San Diego is not yet out of the woods and there is plenty more to do to ensure the city's ongoing fiscal health.

"We must continue to work to ensure fiscal stability while responsibly restoring service



Sherri at a Save Our Library Rally in University City in May. Because of fiscal reforms and improving revenue, city libraries will soon be open an additional four hours a week.

levels and improving our infrastructure," Sherri said. "We must continue our reform efforts so we can deliver all the services San Diegans deserve."

Managed Competition: Continued Cost Savings

The managed competition process racked up another win last month with city employees securing the bid for street sweeping services, saving taxpayers \$560,000 annually.

Managed competition allows for private firms to bid along-

side city employees and encourages city departments to find new and innovative ways to cut costs while delivering top-notch services.

City workers previously won the managed competition process in the printing and fleet services departments,

resulting in savings of close to \$5.5 million annually.

Sherri, whom Mayor Sanders has singled out for her leadership on managed competition, wants to continue to find ways to improve service levels and ensure adequate oversight for city contractors.

Update: Gonzalez Canyon Neighborhood Park



The passage of Prop C in 2010 will help build proposed parks like this one in Pacific Highlands Ranch sooner.

The residents of Pacific Highlands Ranch are one step closer to seeing Gonzalez Canyon Neighborhood Park become a reality.

The Public Facilities Financing Plan, which is critical to the future of this neighborhood, is set to be heard at the City Council's Land Use & Housing Committee on March 7.

This one-of-a-kind plan ties future development to the build-

ing of the community's parks, roads and other much-needed infrastructure.

As those in the Pacific Highlands Ranch community know, it has been a long and winding road to get to this point.

Since the hard-fought passage of Proposition C in 2010, Sherri has worked closely with the community to secure the funding and create the appropriate process to start building the

amenities Pacific Highlands Ranch deserves.

Sherri also has worked closely with the Mayor's office and Pardee Homes to advance the funds needed to design, construct and operate the park.

Sherri pledges to do everything in her power to expedite the process so that the families of Pacific Highlands Ranch will have a park to call their own.

"Just like those in the business world, the city needs to develop a credible and realistic plan on how to retain, grow and attract companies here."

Creating a Business Plan for San Diego

As chair of the Council's Economic Development & Strategies Committee, Sherri is tasked with coming up with a long-term vision for San Diego's economy – essentially a business plan for the city.

To help in that task, Sherri sponsored a roundtable discussion where noted local econo-

mists evaluated the strengths, weaknesses, opportunities and threats to San Diego's economy. Known as a SWOT analysis, this is often considered the cornerstone of any good business plan.

"Just like those in the business world, the city needs to develop a credible and realistic plan on

how to retain, grow and attract companies here."

Sherri will spend the next year talking to the business community. She will use that input to help develop a plan for San Diego with clear goals as well as a strategy to accomplish those goals.



The San Dieguito River Park, which runs through the District 1 communities of Torrey Pines and Carmel Valley, is enjoyed by thousands of families.

Commitment to San Dieguito River Park

Recognizing the critical importance in preserving the San Dieguito River Park, Sherri has pledged \$25,000 out of her office budget to help fund operations.

The San Dieguito River Park runs from the ocean at Del Mar to Volcan Mountain, just north

of Julian. Over the last 25 years, more than 60,000 acres of recreational space and habitat have been preserved along the river's 55-mile stretch.

Due to the economic downturn, City funding for the River Park was cut. Sherri, who serves on the San Dieguito River Park

Joint Powers Authority and chaired the group over the past year, wants to help put the River Park on more stable financial footing.

"The San Dieguito River Park is a jewel of the region, and I am personally committed to its continued success," Sherri said.

Sherri Around Town in February



Sherri proclaimed “National Wear Red Day” on Feb. 7 to raise awareness among women about heart disease and inspire them to take charge of their heart health.

Sherri joined organizer Sandy Lippe and Community Relations Officer Alan Alvarez for a neighborhood watch meeting at the UCC Church in University City on Feb. 29.



As an engineer, Sherri was honored to proclaim “National Engineers Week” in the City of San Diego on Feb. 14. The National Engineers Foundation works to inspire the next generation of talent.

Sherri hosted a demonstration at City Hall of High Tech High’s The Holy Cows robotics team to highlight the FIRST Robotics program.



UC Pedestrian Bridge Gets Cleaned Up

Several times a week, a walking group of residents from Vi at La Jolla Village uses the pedestrian bridge over Genesee Avenue in University City.

The bridge connects their retirement community with Westfield UTC shopping center and is an integral part of their route.

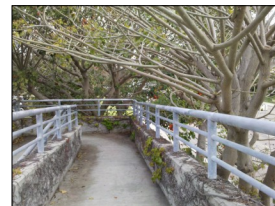
In recent months, the bridge was full of trash and leaves,

making their walks unpleasant. Finally, a member of the walking group contacted Sherri’s office to alert them to the problem. Sherri’s staff worked quickly with City employees to clean up the bridge.

Now it is trash and leaf free, making it more attractive and easier to navigate.



Before



After

“Sherri’s staff worked quickly with city employees to clean up the bridge. Now it is trash and leaf free.”

Local Business Spotlight: La Jolla Merchants Launch New Website

Sherri has been instrumental in helping establish the La Jolla Village Merchants Association, which is working hard to cement La Jolla’s reputation as a premier destination for locals and visitors alike. To do so, it has just launched a brand new website. Here are the details:

Who: La Jolla Village Merchants Association

Where:

www.lajollabythesea.com

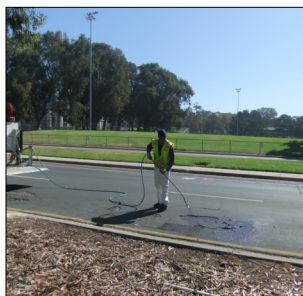
What you’ll find: A beautifully designed website, highlighting the very best the Village has to offer, from dining and hotels to shopping and art galleries.

The upside: Great insider tips, such as the best parking spots in the Village, a detailed calendar on all the fun upcoming events, hotel and restaurant reservations, coupons and special offers from Village businesses and much more.



The new La Jolla Village Merchants Association website highlights the very best the Village has to offer.

Working for You in the Community



Need assistance in getting a pothole fixed? Call Sherri's office at (619) 236-6611. We are here to help.

Helping constituents get potholes filled, streetlights fixed and other neighborhood repairs is one of Sherri's top priorities. Here is a sampling of projects her office worked on this past month:

Potholes

- La Jolla Village Drive over 805 Freeway
- 7455 Hillside Drive
- Longrun Drive, just east of High Bluff Drive
- Governor Drive at Erlanger

Cleanups and Repair

- Overgrown vegetation cleared at La Jolla Scenic

- Drive and La Jolla Mesa Drive
- Damaged disabled parking sign repaired south of 8310 Regents Road
- Damaged 2 Hour Parking sign repaired at 715 Silverado Street
- Missing street sign replaced at Rancho Peñasquitos Boulevard and Via del Sud
- Crosswalk striping repainted on south side of La Jolla Village Drive and Regents Road

Streetlights and Traffic Signals

- Several streetlights fixed on Del Mar Mesa Road between Aquitaine Court and

- Del Vino Court
- Streetlight fixed at Herschel Avenue and Prospect Avenue
- Traffic signal repaired at Village Center Loop Road and Canyon Crest Academy entrance
- Pedestrian signal repaired at Governor Drive and Scripps Street
- Traffic signals fixed at Carmel Valley Road and SR-56 eastbound on-ramp
- Streetlights repaired on La Jolla Village Drive from Torrey Pines Road to Villa La Jolla Drive

Sherri is on the Web at
sandiego.gov/citycouncil/cd1/

Follow Sherri:



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Twitter: www.twitter.com/#!/SherriLightner



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Your Community Representatives

If you have a concern or question about an issue in your neighborhood, please contact our constituent services representative, Janie Hoover, or your community representative. We're here to help!

Torrey Hills / Constituent Services (street repairs, water leaks, traffic issues, code compliance, etc.)

Janie Hoover jmhoover@sandiego.gov (619) 236-6611

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